

**2014 State Damage Prevention Program Grants Progress Report**  
**CFDA Number: 20.720**

**Award Number:** DTPH5614GPPS20  
**Project Title:** Virginia Utility Protection Service State Damage Prevention Grant  
**Date Submitted:** April 30, 2015  
**Submitted by:** Rick Pevarski

**Specific Objective(s) of the Agreement**

Under this grant agreement, the VA 811 will:

- Develop and implement methods for effective communication
- Foster support and partnership with stakeholders
- Review the adequacy of internal performance measures
- Support a Damage Prevention Education Program for industry stakeholders
- Support Public Awareness and Stakeholder Education
- Foster and promote the use of improving technologies

**Workscope:**

Under the terms of this grant agreement, the Recipient will address the following elements listed in the approved application as stated in 49 U.S.C. §60134 (b).

- **Element 1 (Effective Communications):** Participation by operators, excavators, and other stakeholders in the development and implementation of methods for establishing and maintaining effective communications between stakeholders from receipt of an excavation notification until successful completion of the excavation, as appropriate.
- **Element 2 (Comprehensive Stakeholder Support):** A process for fostering and ensuring the support and partnership of stakeholders, including excavators, operators, locators, designers, and local government in all phases of the program.
- **Element 3 (Operator Internal Performance Measurement):** A process for reviewing the adequacy of a pipeline operator's internal performance measures regarding persons performing locating services and quality assurance programs.
- **Element 4 (Effective Employee Training):** Participation by operators, excavators, and other stakeholders in the development and implementation of effective employee training programs to ensure that operators, the one-call center, the enforcing agency, and the excavators have partnered to design and implement training for the employees of operators, excavators, and locators.
- **Element 5 (Public Education):** A process for fostering and ensuring active participation by all stakeholders in public education for damage prevention activities.
- **Element 8 (Technology):** A process for fostering and promoting the use, by all appropriate stakeholders, of improving technologies that may enhance communications, underground pipeline locating capability, and gathering and analyzing information about the accuracy and effectiveness of locating programs.

**Accomplishments for this period (Item 1 under Article IX, Section 9.01 Progress Report: "A comparison of actual accomplishments to the objectives established for the period.")**

Damage to underground utility lines can cause far-reaching consequences, from serious injury and environmental damage to the loss of vital services we depend on every day. Preventing damage to these facilities is of the utmost importance. Educating the public is critical in protecting the utilities infrastructure and the public.

The CGA DIRT data shows that making a call to an 811 One-call notification center results in a 99% chance of no damage. While overall damage data due to no calls continues to decrease annually in Virginia, the percentage of no call damages verses total damages has increased. In several areas within the Commonwealth of Virginia, the damages to underground facilities from homeowners not calling 811 is on the rise. Virginia 811 has been involved with several parade events and has found these to be a very effective method of spreading the public awareness message. Attendance can range from 10,000 to well over 100,000. A challenge VA811 faces when doing local parades is creating the parade floats. These floats are very time consuming and expensive and lack the flexibility to update with changes to be parade specific.

The grant request is for the purchase of a mobile LED-advertising vehicle. The vehicle will have multiple high definition video displays that can be viewed from all sides of the vehicle during an event, computers to automate the messages and an audio sound system. The application purchased as part of this grant will provide the capability to modify the messages being displayed on the screens. In addition to parades, there are a number of opportunities in which the 811 message can be displayed such as: driving through neighborhoods, parking in home improvement stores such as Lowes and Home Depot and an assortment of other outdoor activities.

A mobile LED-advertising vehicle will be a very cost effective means of public awareness serving as a traveling billboard with large-scale exposure. VA811 intends to share this vehicle with other stakeholders both in state and out of state to expand the public awareness outreach.

The following is a list of accomplishments Virginia Utility Protection Service, Inc. has made since the grant was awarded:

- 9/29/14 - signed a contract with Dynamic Mobile Media to build a custom manufactured LED Truck
- 10/2/14 – A wire transfer of \$34,890 was made to Dynamic Mobile Media
- 10/13/14 – Rick Pevarski met with Peter Fischer of Dynamic Mobile Media in Las Vegas to tour his sub-contractors facility (HDAV)
- 10/21/14 – VA811 signed a purchase agreement with Rush Truck Centers in Whittier, California for a 2015 Isuzu NPR truck
- 10/23/14 – VA811 and Dynamic Mobile Media agreed to modify the specifications of the truck from a scissor lift to an enclosed hydraulic mast lift which increased the cost from \$100,000 to \$105,000
- 10/24/14 – A second wire transfer of \$38,610 was made to Dynamic Mobile Media
- 10/24/14 – A wire transfer of \$45,405 was made to Rush Truck Center



- 2/14/15 – Debbie Hofbauer met with Peter Fischer of Dynamic Mobile Media in Las Vegas to review the status of the truck build

The following picture is the VA811 2015 Isuzu NPR purchased to build the Mobile Media Truck:



**Quantifiable Metrics/Measures of Effectiveness (Item 2 under Article IX, Section 9.01 Progress Report: “Where the output of the project can be quantified, a computation of the cost per unit of output.”)**

Virginia Utility Protection Service, Inc. discussed the Mobile LED Truck project during the quarterly membership meetings and at the 2015 Virginia State Damage Prevention Conference. Below is a brief list of stakeholders, which have expressed interest in utilizing the truck in various events:

- Washington Gas
- UtiliQuest
- Columbia Gas of Virginia
- Roanoke Gas
- Virginia Natural Gas
- City of Charlottesville Gas
- Dominion Virginia Power
- Comcast
- Cox
- Rappahannock Electric Cooperative
- State Corporation Commission

**Issues, Problems or Challenges (Item 3 under Article IX, Section 9.01 Progress Report: “The reasons for slippage if established objectives were not met. “)**

Many of the electrical components needed to build the truck were purchased in China. Due to the International Longshore & Warehouse Union (ILWU) strike, which represents labor in 29 west coast ports, delivery of components to build the truck were delayed. At this time, the delay in the delivery of the components should not result in a delay of the completion of the truck build.

**Mid-term Financial Status Report**

The SF425 is a separate document for this report period.

**Plans for Next Period (Remainder of Grant)**

The next phase of the project is to:

- Complete the truck build
- Design the media displayed on the truck
- Create a calendar to track the utilization of the truck

**Requests of the AOR and/or PHMSA**

No actions requested at this time.